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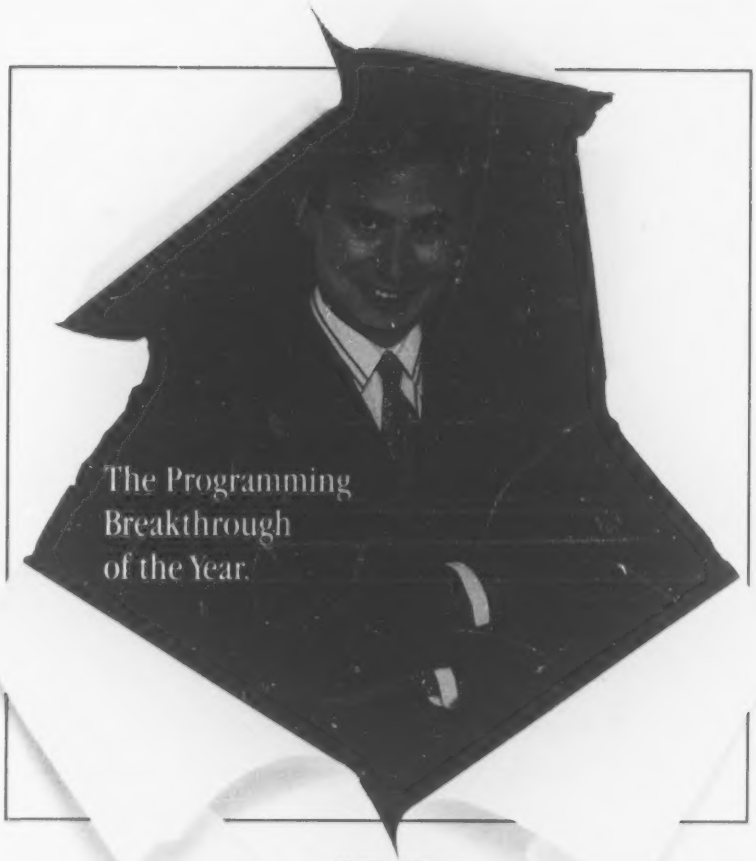
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 21



THE WIL SHRINER SHOW

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56th Year 1987

Radio group changes hands for $200 million

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Vol. 113 No. 12

Broadcasting Sep 21

Examination of international TV opportunities... page 41.
Peoplemeters: on their own... page 38.
Bork takes the stand... page 36.
NAB's Radio '87 meets in Anaheim... page 46.
Communications satellites successfully launched... page 68.

THE WEEK THAT WAS □ News media were kept in high gear last week, keeping pace with host of major stories. From Pope's visit, 200th anniversary of signing of Constitution, Bork hearings, to talks between Shultz and Shevardnadze, radio and TV coverage moved through what one executive termed "a logistical tap-dance." **PAGE 35.**

SALABLE ASSETS □ Summit Communications buys 16 radio stations from DKM Broadcasting for about $200 million making it second largest radio-only purchase. **PAGE 36.**

CHILDREN'S HOUR □ Congressional hearing and introduction of legislation to reimpose guidelines limiting advertising during "children's prime time," put children's television under scrutiny last week. **PAGE 40.**

RADIO'S COMMON CAUSE □ NAB's Radio '87 convention in Anaheim, Calif. drew industry's leaders to discuss major issues confronting that medium, including new legislative hurdles ahead, new music formats, management styles and technical advances. **PAGES 46-65.**

NO NEWS IS BAD NEWS □ Not since early days of television had network encountered on-air glitch of same magnitude, according to CBS officials, referring to six dark minutes on first feed of *CBS Evening News with Dan Rather*. **PAGE 66.**

BLASTOFF □ Successful launch of two communications satellites offers that industry renewed confidence that it will be able to get its satellites into orbit. **PAGE 68.**

PREPARING FOR LIFTOFF □ Six companies have asked FCC for authorization to build and launch 18 new communications satellites. **PAGE 69.**

CABLE'S LATEST BATTLE □ In case involving Santa Cruz, Calif., cable system, some of city's franchising requirements are held to violate cable operator's First Amendment rights. **PAGE 71.**

CHARTING SYNDICATION □ List of first-run syndicated shows debuting this fall. **PAGE 77.**

ONE MORE TIME □ NBC-TV is planning another news magazine program, slated for 1988-89 season. **PAGE 96.**

WESTWOOD HO □ William Battison, president and chief financial officer of Westwood One Inc., is always looking for the next challenge. **PAGE 95.**

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Prime time peoplemeter ratings

Listed below are the Nielsen peoplemeter ratings/shares from Monday, Sept. 7 to Saturday, Sept. 12, arranged by day and half-hour time periods. Included in each time period are ratings for network "briefs," such as a network "Newsbrief" or "Business Brief" not previously broken out in the old NTI rankings.

The winning show's numbers in each time slot appear in boldface.

Monday Sep 10

8-8:30

ABC	College football	9.5/17
CBS	Kate and Allie	11.8/21
NBC	Alf	**14.9/26**

8:30-9

ABC	College football	14.4/20
CBS	My Sister Sam	12.5/21
NBC	Valerie	**15.1/25**

9-9:30

ABC	College football	12.1/20
CBS	Newhart	**16.5/27**
NBC	Monday movie pt.3	11.7/19

9:30-10

ABC	Football	11.2/19
CBS	Designing Women	**15.6/26**
NBC	Movie	12.2/20

10-10:30

ABC	Football	12.0/21
CBS	Cagney and Lacey	12.1/21
NBC	Movie	**12.8/23**

10:30-11

ABC	Football	11.2/21
CBS	Cagney and Lacey	**11.8/23**
NBC	Movie	11.3/22

Tuesday Sep 8

8-8:30

ABC	Who's the Boss?	**18.2/32**
CBS	Simon and Simon	5.0/9
NBC	Matlock	11.7/20

8:30-9

ABC	Growing Pains	**20.2/33**
CBS	Simon and Simon	5.9/10
NBC	Matlock	12.6/21

9-9:30

ABC	Moonlighting	**17.9/30**
CBS	Houston Knights	10.2/17
NBC	Movie	9.5/16

9:30-10

ABC	Moonlighting	**18.0/31**
ABC	Newsbrief	11.6/20
CBS	Houston Knights	10.9/18
NBC	Movie	8.5/14

10-10:30

ABC	Constitution special	10.7/20
CBS	Night Heat	**11.3/21**
NBC	Movie	8.6/16

10:30-11

ABC	Constitution	9.2/19
CBS	Night Heat	**11.2/22**
NBC	Movie	8.6/17

Wednesday Sep 9

8-8:30

ABC	Perfect Strangers	**13.3/25**
CBS	Mike Hammer	6.6/12
NBC	Highway to Heaven	9.5/18

8:30-9

ABC	Head of the Class	**14.2/25**
ABC	Businessbrief	11.3/19
CBS	Mike Hammer	7.0/12
NBC	Highway to Heaven	10.9/19

9-9:30

ABC	MacGyver	**11.5/20**
CBS	Magnum, P.I.	11.2/19
NBC	Bronx Zoo	8.6/15

9:30-10

ABC	MacGyver	10.8/18
ABC	Newsbrief	7.2/12
CBS	Magnum, P.I.	**12.0/20**
NBC	Bronx Zoo	8.6/15

10-10:30

ABC	Hotel	8.1/15
CBS	Equalizer	**13.3/24**
NBC	St. Elsewhere	8.6/15

10:30-11

ABC	Hotel	8.5/16
CBS	Equalizer	**13.2/25**
NBC	St. Elsewhere	8.5/1

Thursday Sep 10

8-8:30

ABC	Sledge Hammer!	8.6/15
CBS	Scarecrow and Mrs. King	7.2/13
NBC	Bill Cosby Show	**22.7/41**

8:30-9

ABC	Charmings	6.5/11
CBS	Scarecrow and Mrs. King	7.5/13
NBC	Bill Cosby Show	**26.3/44**

9-9:30

ABC	Pope in America	5.8/10
CBS	Catholic Church in America	5.6/9
NBC	Cheers	**24.8/42**

9:30-10

ABC	Pope in America	6.2/11
ABC	Newsbrief	6.3/11
CBS	Catholic Church in America	5.0/9
NBC	Night Court	**25.0/42**

10-10:30

ABC	20/20	11.8/21
CBS	Report	5.3/10
NBC	L.A. Law	**16.9/30**

10:30-11

ABC	20/20	13.1/25
CBS	Report	4.7/9
NBC	L.A. Law	**15.8/31**

Friday Sep 11

8-8:30

ABC	Webster	8.3/16
ABC	Newsbrief	7.6/15
CBS	Summer Playhouse	6.5/13
NBC	Alf Loves a Mystery	**10.0/20**

8:30-9

ABC	Mr. Belvedere	**9.6/18**
ABC	Newsbrief	7.6/14
CBS	Summer Playhouse	6.9/13
NBC	Amazing Stories special	9.2/17

9-9:30

ABC	Max Headroom	6.7/13
CBS	Dallas	6.8/13
NBC	Miami Vice	**11.3/21**

9:30-10

ABC	Max Headroom	6.7/12
CBS	Dallas	7.4/14
NBC	Miami Vice	**12.2/23**

10-10:30

ABC	Good Evening America	7.9/15
CBS	Adderly	8.2/16
NBC	Crime Story	**9.8/19**

10:30-11

ABC	Good Evening America	7.9/16
CBS	Adderly	8.9/18
NBC	Crime Story	**9.6/19**

Saturday Sep 12

8-8:30

ABC	Animal Crackups	7.0/14
CBS	College football pre-game	6.9/15
CBS	College football	7.2/15
NBC	Facts of Life	**12.0/23**

8:30-9

ABC	Ellen Burstyn	4.6/9
ABC	Newsbrief	4.1/8
CBS	Football	9.2/18
NBC	227	**14.7/28**

9-9:30

ABC	Hotel special	4.9/9
CBS	Football	9.4/18
NBC	Golden Girls	**18.7/34**

9:30-10

ABC	Hotel special	5.7/11
ABC	Sports Update	5.2/10
CBS	Football	9.8/18
NBC	Amen	**15.9/29**

10-10:30

ABC	Hotel special	6.1/12
CBS	Football	9.8/19
NBC	Hunter	**15.3/29**

10:30-11

ABC	Hotel	6.4/13
CBS	Football	9.6/19
NBC	Hunter	**15.0/30**

Joe Abernathy
of Heart of Texas Communications, Ltd.
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for
$5,200,000
to
George Duncan
of Encore Communications.

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First-run syndication scorecard

The following is a list of the first-run syndicated shows debuting this fall. The name of the show is followed by its syndicator/producer, debut date, the number of markets/DMA coverage of the U.S., the number of first-run episodes, the time period for majority of its clearances, terms of its sale (barter shows give the number of minutes for the distributor/the number of minutes for stations).

The first five of the weekly shows are first-run sitcoms that will be part of the checkerboard on the NBC-owned stations and WCAU-TV Philadelphia.

■ ***She's the Sheriff*** □ Lorimar Syndication/Lorimar Television Productions □ Sept. 15 □ 163/93% □ 22 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ ***We've Got it Made*** □ MGM/UA Telecommunications/Paws Inc. and Fred Silverman Co. in association with MGM/UA Television □ Sept. 14 □ 92/76% □ 24 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ ***You Can't Take it With You*** □ LBS Communications/HARPS Productions in association with Procter & Gamble Productions □ Sept. 14 □ 97/79% □ 22 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ ***Marblehead Manor*** □ Paramount/Gary Nardino Productions in association with Dames-Fraser □ 160/93 □ 22 □ Early evenings □ Cash plus 1½ minutes.

■ ***Out of this World*** □ MCA TV/Bob Booker Productions □ Sept. 14 □ NA/86% □ 22 □ Early evening on weekends □ Cash plus 1½ minutes.

■ ***The Dom DeLuise Show*** □ Multimedia Entertainment/Dom DeLuise/Greg Garrison Productions in association with Multimedia □ Sept. 21 □ 100/85% □ 24 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ ***Bustin' Loose*** □ MCA TV/Golden Groove Productions, co-venture of MCA TV/Tribune Broadcasting Co. □ Sept. 14 □ NA/80% □ 26 □ Early evening on weekends □ Barter (3/4).

■ ***George Schlatter's Comedy Club*** □ King World/George Schlatter Productions □ Sept. 18 □ 120/85 □ 26 □ Weekend evenings □ Barter (3½/3½).

■ ***Punky Brewster*** □ Coca-Cola Telecommunications/Lightkeeper Productions in association with Columbia Pictures Television □ Sept. 14 □ 32/50% □ 22 □ early evenings □ cash.

■ ***Webster*** □ Paramount/Georgian Bay Ltd. Productions/Emmanuel Lewis Entertainment Enterprises in association with Paramount Network Television □ Sept. 25 □ 132/88% □ 26 □ Cash.

■ ***D.C. Follies*** □ Syndicast/Sid & Marty Krofft Productions □ Sept. 26 □ 91/75% □ 36 □ Weekend evenings □ Barter (3/4).

■ ***Sea Hunt*** □ MGM/UA Telecommunications/Northstar Television Inc. □ Sept. 21 □ 95/73% □ 22 □ Weekend evenings and afternoons □ Cash plus 1½ minutes.

■ ***The All-New Monkees*** □ LBS Communications/Straybert Productions in asscociation with LBS Communications and Coca-Cola Telecommunications □ Sept. 14 □ 96/78% □ 22 □ Early evening on weekends □ Barter (3/3½).

■ ***Star Trek: The Next Generation*** □ Paramount/Paramount Network Television □ Sept. 28 □ 208/99% □ 26 □ Weekend late night □ Barter (7/5).

■ ***Friday the 13th: The Television Series*** □ Paramount/Variety Arts Productions in association with Lexicon Productions Ltd. and Hometown Films □ Sept. 28 □ 193/98% □ 26 □ Weekend late night □ Barter (6/6).

■ ***American Bandstand*** □ LBS Communications/dick clark productions □ Sept. 14 □ 102/80% □ 46 □ Weekend afternoons □ Barter (5/8).

■ ***Fan Club*** □ Blair Entertainment/Four Point Entertainment in association with Blair Entertainment □ Sept. 21 □ 95/80% □ 26 □ Saturday afternoons □ Barter (3/3½).

■ ***It's Showtime at the Apollo*** □ Raymond Horn Syndication/Apollo Theater Productions □ Sept. 12 □ 91/80% □ 26 □ Weekend late night □ Barter (6/6).

■ ***NCTV Hour*** □ Orbis Communications/Campus Network □ Sept. 14 □ 64/60% □ 52 □ Weekend late night □ Barter (6/7).

■ ***Headlines on Trial*** □ Orbis Communications/WRC-TV Washington □ Sept. 21 □ 89/65% □ 30 □ Weekend daytime □ Barter (3/3½).

■ ***Win, Lose or Draw*** □ Buena Vista Television-/Richard Kline and Friends □ Sept. 7 □ 121/63% □ 185 □ Varies □ Cash plus 1 minute.

■ ***High Rollers*** □ Orion Television Syndication-/Merrill Heatter Productions-Century Tower Productions □ Sept. 14 □ 70/65% □ 185 □ Daytime, early fringe □ Cash plus 1 minute.

■ ***Truth or Consequences*** □ Lorimar Syndication/Ralph Edwards-Stu Billett Productions in association with Chris Beard Productions □ Sept. 14 □ 154/91% 195 □ Early fringe and access □ Cash plus 1 minute.

■ ***Matchmaker*** □ Orbis Communications/Fourstar Entertainment □ Sept. 21 □ 98/70% □ 130 □ Late night □ Barter (3/3½).

■ ***Lingo*** □ ABR Entertainment/Ralph Andrews, Gary Bernstein and Larry Hovis □ Sept. 28 □ 31/-40% □ 195 □ Daytime □ Cash.

■ ***Home Shopping Overnight*** □ MCA TV/Home Shopping Network □ Sept. 14 □ NA/50% □ 260 □ Late night (stations get percentage of sales).

■ ***Geraldo*** □ Teletrib and Paramount/The Investigative News Group in association with Tribune Entertainment □ Sept. 7 □ 97/73% □ 200 □ Weekday mornings and afternoons □ Cash plus 2 minutes.

■ ***The Wil Shriner Show*** □ Group W Productions/Charles Colarusso Productions in association with Group W Productions □ Sept. 14 □ 105/85% □ 195 □ Weekday afternoons and mornings □ Cash plus 2 minutes.

■ ***Getting in Touch with Dr. David Viscott*** □ Access Syndication/dick clark productions □ Sept. 14 □ 75/67% □ 260 □ Weekday mornings and afternoons barter (2½/4).

■ ***Slim Cooking*** □ Syndicast/Hillier and Co. □ Sept. 21 □ 80/75% □ 65 □ Mornings □ Barter (3/3).

■ ***The Comic Strip*** □ Lorimar Syndication/Rankin-Bass Productions □ Sept. 7 □ 112/93% □ 65 □ Weekday mornings and afternoons and weekend mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ ***The Adventures of Teddy Ruxpin*** □ LBS Communications/DIC Enterprises □ Sept. 21 □ 85/79% □ Weekday afternoons □ 65 □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ ***Duck Tails*** □ Buena Vista Television □ Sept. 21 □ 151/93% □ 65 □ Weekday afternoons □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ ***Bionic Six*** □ MCA TV/TMS Entertainment □ Sept. 14 □ NA/75% □ 85 □ Weekday afternoon and mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ ***Bravestarr*** □ Group W Productions/Filmation □ Sept. 21 □ 88/85% □ 65 □ Weekday afternoons and mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ ***Abra Kadabra*** □ M&M Syndication/Opertation Magic □ Sept. 21 □ 64/58% □ 22 □ Weekend early morning □ Barter (2½/4).

■ ***Beverly Hills Teens*** □ Access Syndication/DIC Enterprises □ Sept. 21 □ 70/71% □ 65 □ Weekday mornings and afternoons □ Barter (2/4½ in fourth quarter, 2½/4 in first three quarters).

■ ***Captain Power and the Soldiers of the Future*** □ MTS Entertainment/Captain Power Productions □ Sept. 19 □ 97/82% □ 26 □ Weekend mornings □ Barter (2½/4 in first three quarters, 2/4½ in fourth quarter).

■ ***Saber Rider and the Star Sheriffs*** □ World Events Productions □ Sept. 14 □ 70/65% □ 65 □ Weekend mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ ***Kidsongs*** □ Orbis Communications/Together Again Productions □ Sept. 14 □ 110/70% □ 26 □ Weekend morning □ Barter (2½/3½).

■ ***Spiral Zone*** □ Orbis Communications/Atlantic Kushner-Locke □ Sept. 21 □ 60/70% □ 65 □ Mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ ***Visionaries*** □ Claster Television Productions/Sunbow Productions in association with TMS Entertainment □ Sept. 27 □ 103/84% □ 13 □ Weekend mornings □ Barter (2/4).

■ ***The Real Ghostbusters*** □ Coca-Cola Telecommunications/DIC Enterprises Inc. □ Sept. 14 □ 112/82% □ 65 □ Weekday afternoons □ Barter (2/4).

■ ***Dinacausers*** □ Coca-Cola Telecommunications/DIC Enterprises Inc. □ Sept. 14 □ 67/70% □ 65 □ Weekday afternoons □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ ***Weekend Funday (Sylvanian Families*** and ***Starcom U.S.)*** □ Coca-Cola Telecommunications/DIC Enterprises □ Sept. 14 □ 65/67% □ 13 □ Weekend mornings □ Barter (2½/4 in first three quarters, 2/4½ in fourth quarter).

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■ Bloomfield, N.M. (Mehl D. Tafoya, et al.) FM proceeding. Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Nov. 3 and hearing for Dec. 8. (By order, Sept. 1.) (MM Docket 87-340.)

■ New York, and Iowa City, Iowa (Interstate Broadcasting Company, Inc. [WQXR] and Braverman Broadcasting Company [KCJJ]) AM proceeding. Granted request by Interstate and dismissed with prejudice for failure to prosecute, application of Braverman Broadcasting to modify facilities of KCJJ Iowa City; granted application of Interstate Broadcasting to renew license of WQXR New York; and terminated proceeding. (By MO&O, Sept. 4.) (MM Docket 87-239.)

■ Grifton, N.C. (William S. Page, et al.) FM proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Nov. 5 and hearing for Dec. 10. (By order, Sept. 2.) (MM Docket 87-346.)

■ Karns, Tenn. (John Strelitz, et al.) Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Nov. 4 and hearing for Dec. 9. (By order, Sept. 1.) (MM Docket 87-343.)

By ALJ Joseph Chachkin on dates shown:

■ Smyrna, Del. (The Baltimore Radio Show, Inc., et al.) FM proceeding. Granted request by C. G. Associates of Smyrna, L.P., and dismissed its application with prejudice. (By order, Sept. 3.) (MM Docket 87-65.)

■ Marco, Fla. (Rebecca Radio of Marco, a limited partnership, et al.) FM proceeding. Granted request by Dee Wetmore and dismissed her application with prejudice. (By order, Sept. 3.) (MM Docket 87-244.)

■ Shreveport, La. (Word of Life Ministries, Inc., et al.) TV Proceeding. Approved settlement agreement between Word of Life Ministries and Media Communications, Inc. and dismissed with prejudice application of Media Communications. (By MO&O, Sept. 3.) (MM Docket 87-87.)

■ White Rock, N.M. (Torjaq Radio, Inc. and FM White Rock, limited partnership) FM proceeding. Approved settlement agreement and dismissed with prejudice application of FM White Rock; granted application of Torjaq Radio for new FM station on Channel 266A (101.1 MHz) at White Rock; terminated proceeding. (By MO&O, Sept. 3.) (MM Docket 87-171.)

■ Grove City, Ohio (Ernestine R. Miller, et al.) FM proceeding. By separate orders, granted motion for summary decision by Ohio Broadcast Services and resolved main studio issue in its favor; granted request by Grove City Broadcasting Group and dismissed with prejudice applications of Ernestine R. Miller, Grove City Broadcasting Foundation and Minority Broadcasting Corporation for failure to prosecute. (By orders, Sept. 4.) (MM Docket 87-178.)

■ Abilene, Tex. (Harold S. Schwartz, et al.) FM proceeding. By separate orders, granted requests by Harold S. Schwartz, West Texas Radio Broadcasting, Inc. and Kent S. Foster, and dismissed their applications with prejudice; granted request by FM Abilene limited partnership and dismissed with prejudice applications of FM-106, Mary Ellen Domingos Holley, Mary F. Watkins, McRae Media, Inc., Crescendo Broadcasting, Inc., Bro-Com, Inc., and Saybro Communications, Inc. for failure to prosecute. (By orders, Sept. 3 and Sept. 4.) (MM Docket 87-247.)

By ALJ Joseph P. Gonzalez on dates shown:

■ Madisonville, Ky. (Harry J. Turner, et al.) TV proceeding. By separate orders, granted motion for summary decision by Madisonville Media, Inc. and resolved air hazard issue in its favor; approved settlement agreement and dismissed with prejudice applications of Harry J. Turner, William Sanders and Skyway Television, Ltd.; granted application of Madisonville Media, Inc. for new UHF commercial 232A (94.3 MHz) at Christiansted; and terminated proceeding. (By MO&O.) (MM Docket 87-269.)

Facilities Changes

Applications

AM's

■ WZYQ (1560 khz) Hazard, Ky.—Seeks mod. of CP to change TL. Filed June 22.

■ KSPO (740 khz) Dishman, Wash.—Seeks mod. of CP to change TL and make changes in ant. sys. Filed Aug. 17.

FM's

■ KSJO (92.3 mhz) San Jose, Calif.—Seeks CP to change HAAT to 464.5 ft. Filed Sept. 2.

■ KSOZ (91.7 mhz) Point Lookout, Mo.—Seeks CP to change ERP to 40 kw and change freq. to 90.5 mhz. Filed Sept. 2.

■ WMIH (107.1 mhz) Gorham, N.H.—Seeks mod. of CP to change TL and change HAAT to 282.1 ft. Filed Aug. 28.

■ KLLT (95.3 mhz) Grants, N.M.—Seeks CP to change TL; change freq. to 103.7 mhz; change ERP to 35 kw and change HAAT to 2,689.6 ft. Filed Aug. 28.

■ KKBI (106.3 mhz) Broken Bow, Okla.—Seeks CP to change freq. to 106.1 mhz; change TL and change ERP to 17.2 kw. Filed Sept. 1.

TV's

■ KPTM (ch. 42) Omaha—Seeks CP to change HAAT to 1,892.6 ft. Filed Sept. 2.

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Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.